

CONTRACT

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

Contract / Revision 910633 /		Alt Order #
Product 5/21WK		
Contract Dates 05/21/12 - 05/27/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 05/11/12 / 05/11/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	05/21/12	05/27/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	11111--				5	\$100.00			
N 2	KITV	05/21/12	05/27/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	11111--				5	\$100.00			
N 3	KITV	05/21/12	05/27/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	11111--				5	\$100.00			
N 4	KITV	05/21/12	05/27/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	11111--				5	\$300.00			
N 5	KITV	05/21/12	05/27/12	KITV News At 6	6-6:30pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	MTWTF--				3	\$500.00			
N 6	KITV	05/21/12	05/27/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	MTWTF--				4	\$500.00			
Totals											27	\$6,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
04/30/12 -05/25/12	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34
Totals	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Heerst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

5/21. 5/27

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>5/11</u> | <u>lu</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate=s representative? | Date: <u>4/10/12</u> | <u>DN</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>5/11</u> | <u>lu</u> |
| 4. | <u>Executed</u> sales contract with
Standard Sales Contract Terms | Date: <u>5/11</u> | <u>lu</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: 5/11/12

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And:

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Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

Contract / Revision 910635 /		Alt Order #
Product 5/28WK		
Contract Dates 05/28/12 - 06/03/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 05/11/12 / 05/11/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	05/28/12	06/03/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	11111--				5	\$100.00			
N 2	KITV	05/28/12	06/03/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	11111--				5	\$100.00			
N 3	KITV	05/28/12	06/03/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	11111--				5	\$100.00			
N 4	KITV	05/28/12	06/03/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	11111--				5	\$300.00			
N 5	KITV	05/28/12	06/03/12	KITV News At 6	6-6:30pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MTWTF--				3	\$500.00			
N 6	KITV	05/28/12	06/03/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MTWTF--				4	\$500.00			
Totals											27	\$6,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
05/28/12 - 06/01/12	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34
Totals	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34

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**POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

5/24-6/3

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>5/11</u> | <u>Qu</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate's representative? | Date: <u>4/10/12</u> | <u>BH</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>5/11</u> | <u>Qu</u> |
| 4. | <u>Executed</u> sales contract with
Standard Sales Contract Terms | Date: <u>5/11</u> | <u>Qu</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: 5/11/12

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Attention: Jim Fulton
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Suite 124197
Honolulu, HI 96813

Contract / Revision 910638 /		Alt Order #
Product 6/4WK		
Contract Dates 06/04/12 - 06/10/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 05/11/12 / 05/11/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	11111--				5	\$100.00			
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Week:		06/04/12	06/10/12	MTWTF--				3	\$500.00			
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	MTWTF--				4	\$500.00			
Totals											27	\$6,500.00

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Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
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Candidate/Issue

Peter Carlisle
6/4 - 6/10

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
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| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate's representative? | Date: <u>4/10/12</u> | <u>BN</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>5/11</u> | <u>lu</u> |
| 4. | <u>Executed</u> sales contract with
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| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
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reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: _____